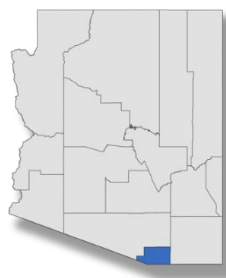


2022 Statewide Needs Assessment Survey

Envisioning the Future: Santa Cruz County

Arizona Cooperative Extension conducted a statewide needs assessment survey in Fall 2022 to better understand community needs and priorities. Cooperative Extension users, topical experts, and members of the general public from each county were invited to participate via online or paper survey. Participants were shown 99 items across topics relevant to Cooperative Extension and asked to rank how important it is to prioritize each item in their community on a 5-point scale.

Santa Cruz County had 165 survey responses.



Health and community wellbeing

Education and youth development

Agriculture

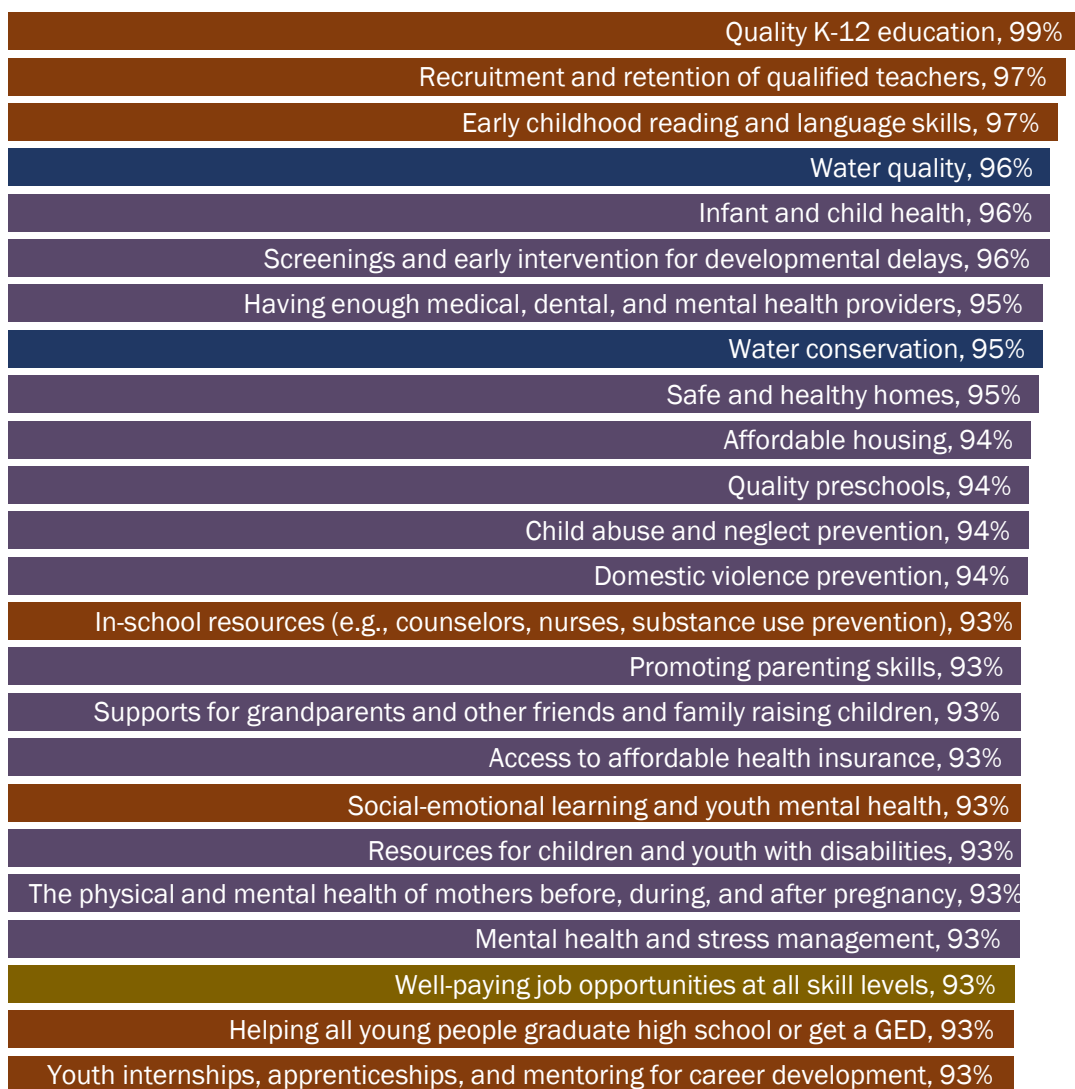
Natural resources and the environment

Community and economic development

Top Priorities

Identified by Santa Cruz County Respondents

Percent of respondents who selected “extremely” or “very” important

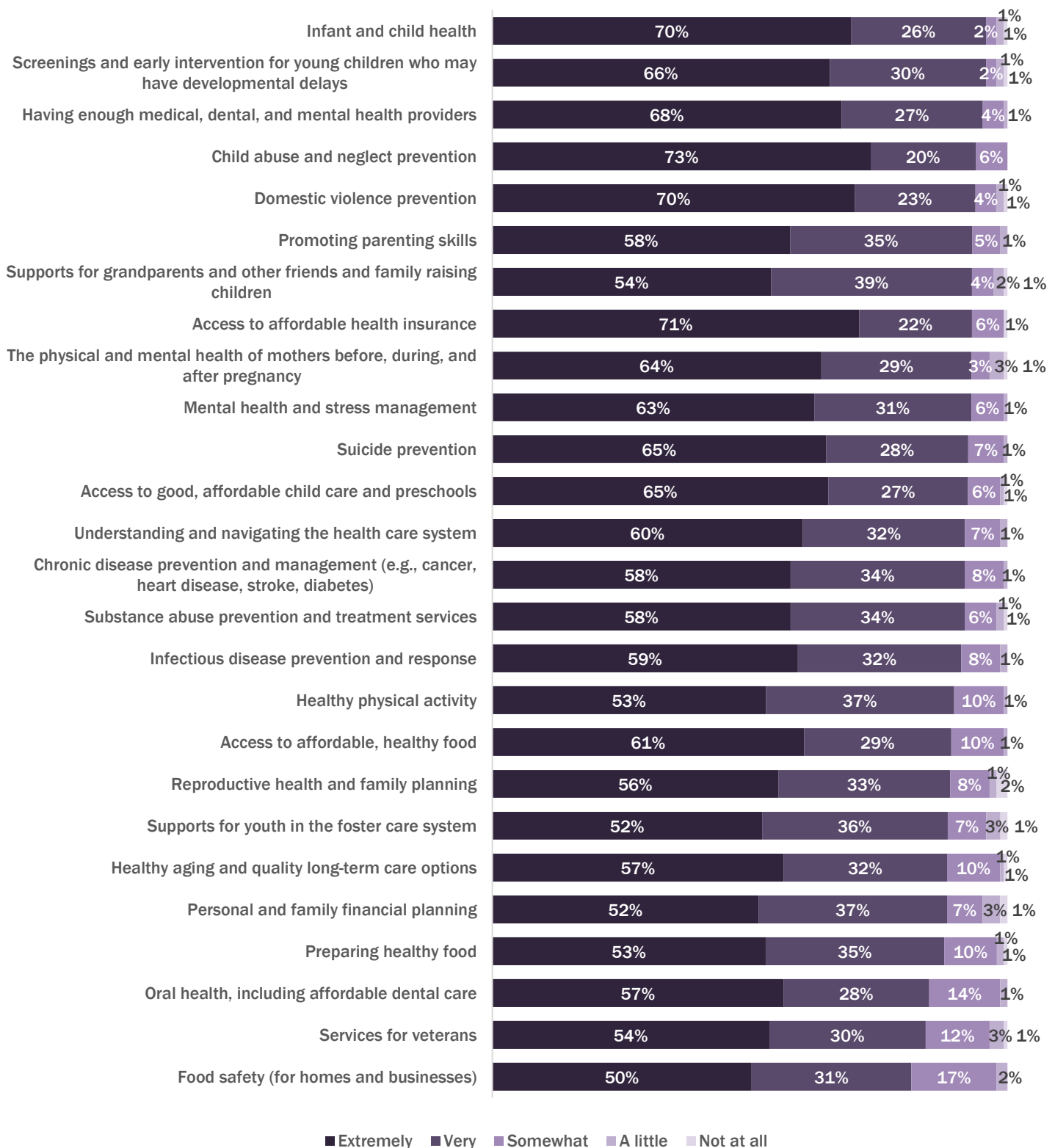


Cooperative Extension

HEALTH AND COMMUNITY WELLBEING

Priorities ranked by “extremely” + “very important”

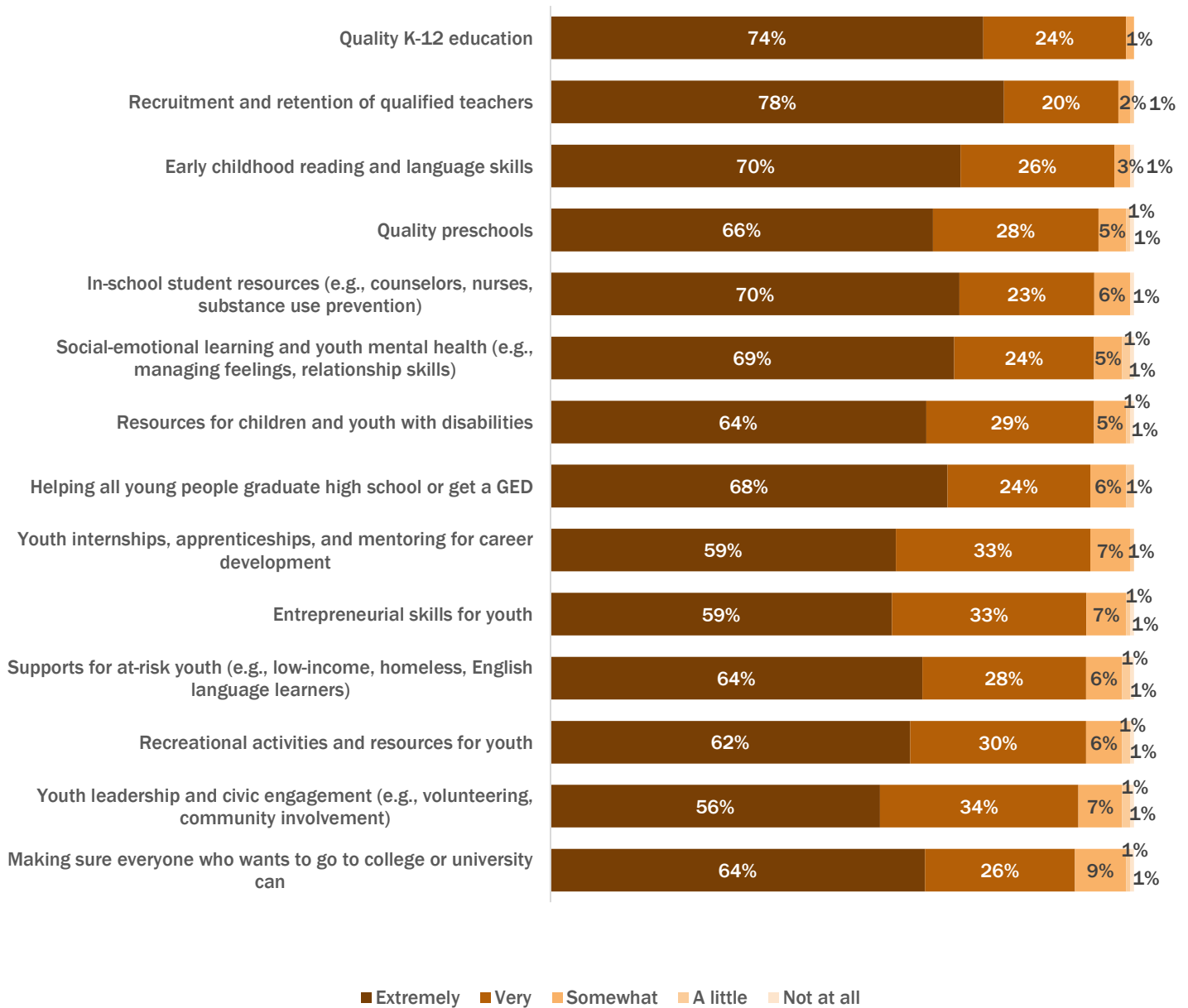
Between 144 and 147 participants responded to each item in this section.



EDUCATION AND YOUTH DEVELOPMENT

Priorities ranked by “extremely” + “very important”

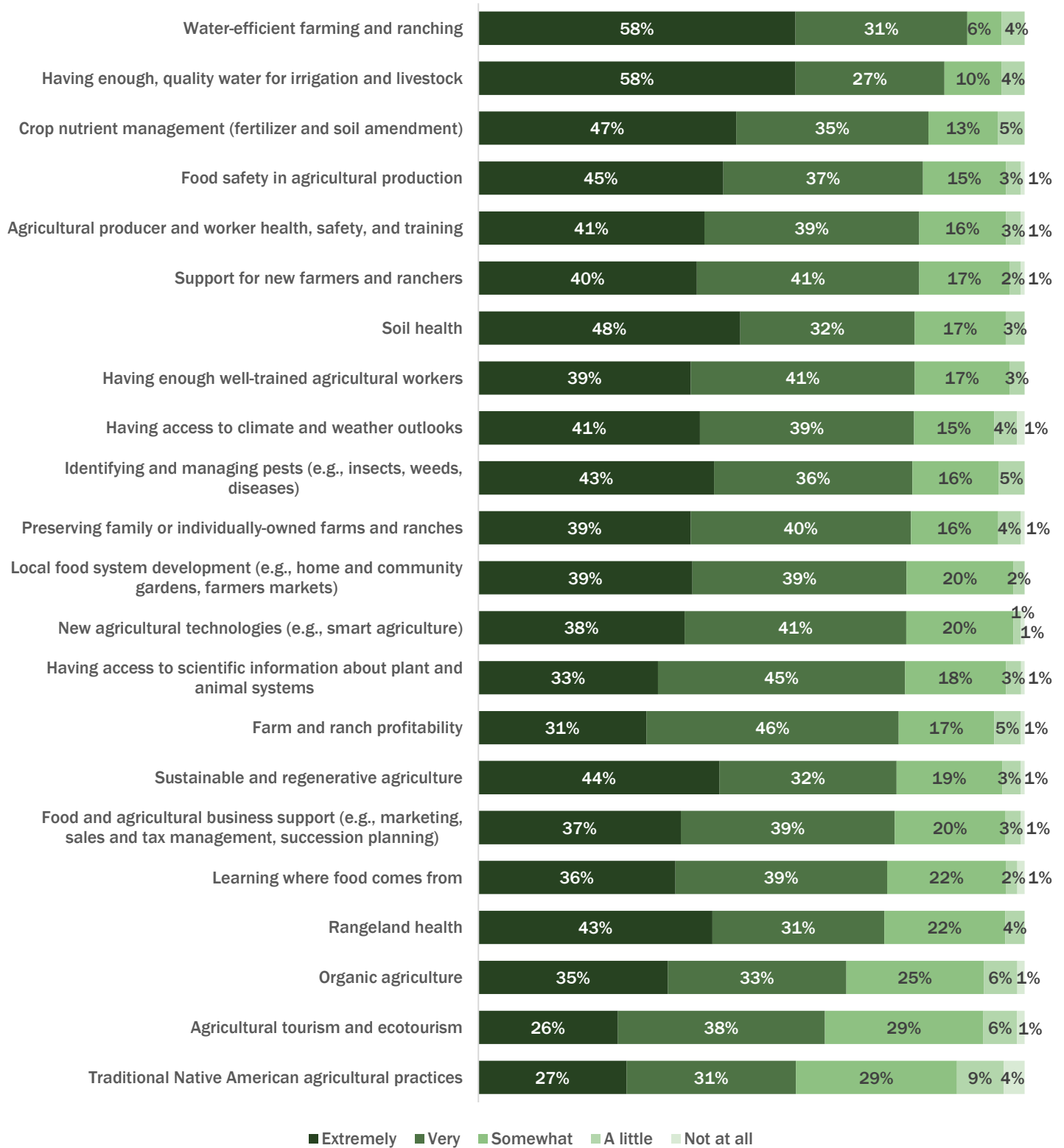
Between 146 and 148 participants responded to each item in this section.



AGRICULTURE

Priorities ranked by “extremely” + “very important”

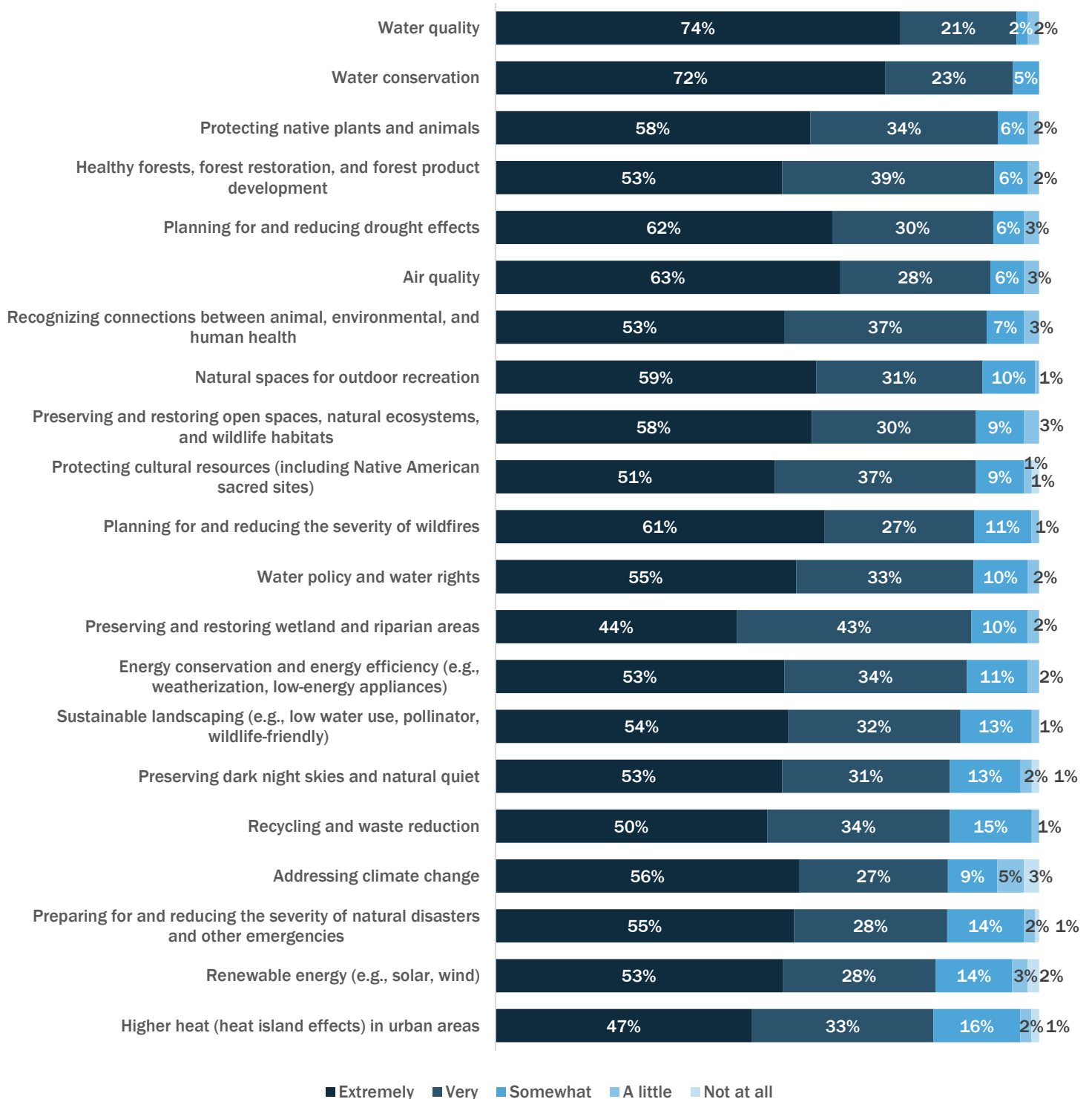
Between 129 and 148 participants responded to each item in this section.



NATURAL RESOURCES

Priorities ranked by “extremely” + “very important”

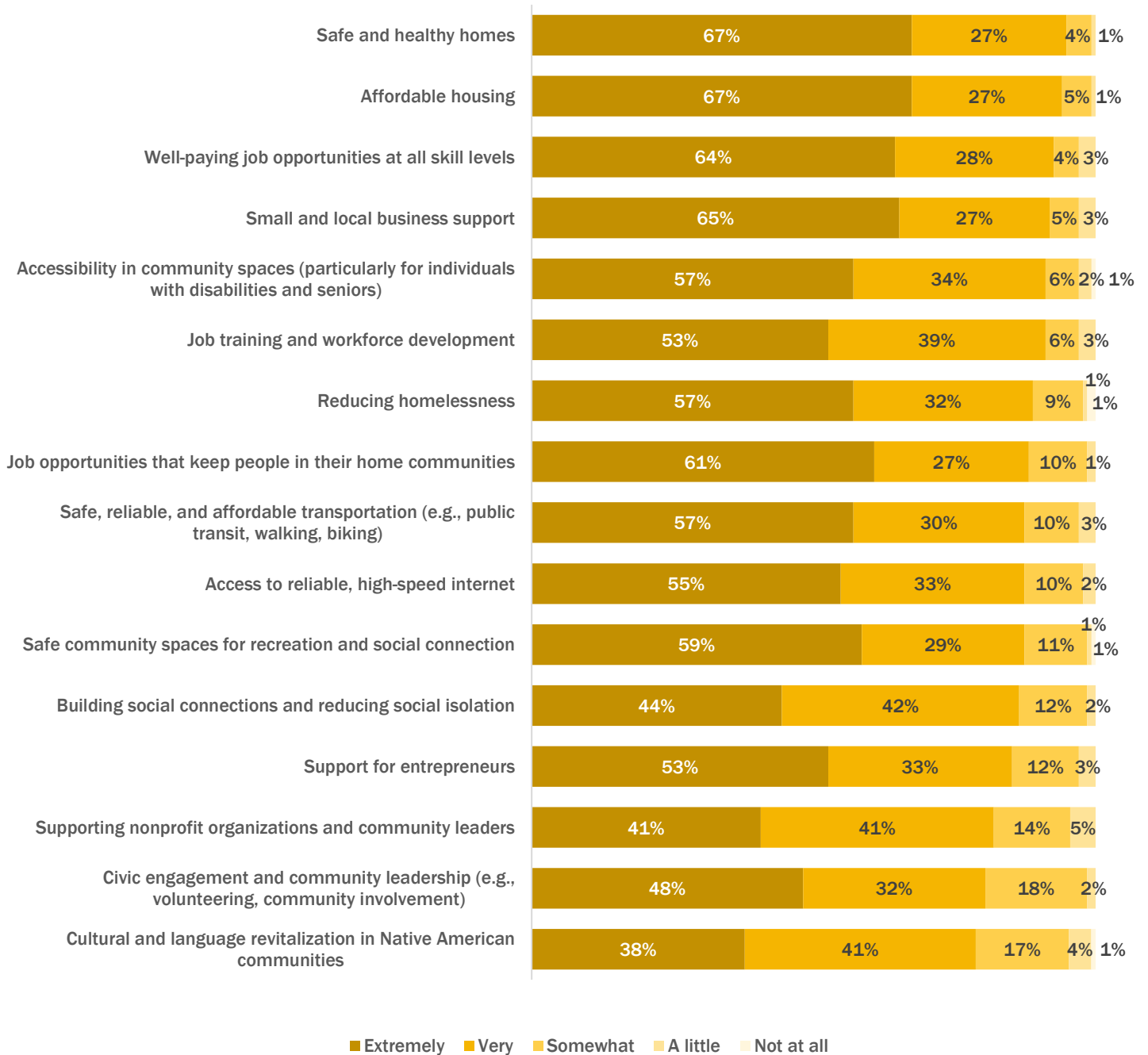
Between 141 and 146 participants responded to each item in this section.



COMMUNITY AND ECONOMIC DEVELOPMENT

Priorities ranked by “extremely” + “very important”

Between 127 and 135 participants responded to each item in this section.



WHO PARTICIPATED IN THE SURVEY?

77% of survey participants identified as rural residents. (n= 165)

76% of respondents took the survey in English. (n= 165)



77% Rural

23% Urban



24% Spanish

76% English

Note: Rural includes respondents who reported living on tribal lands.

44% of survey participants were familiar with Cooperative Extension, and 35% had attended an event or program. (n= 165)

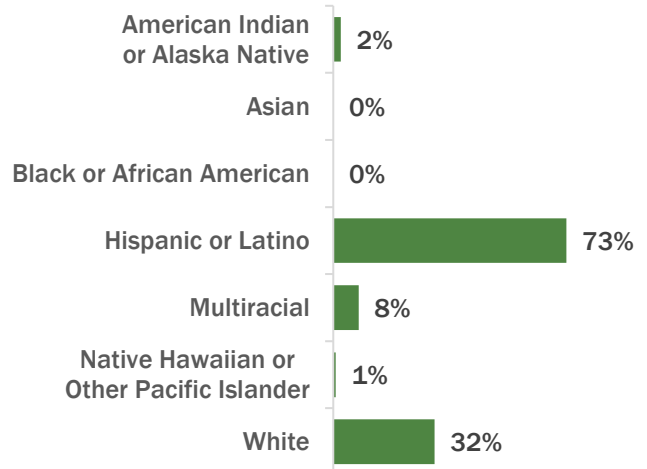
73% of survey respondents identified as Hispanic/Latino. (n= 126)

Familiar with Extension

44%

Extension User

35%



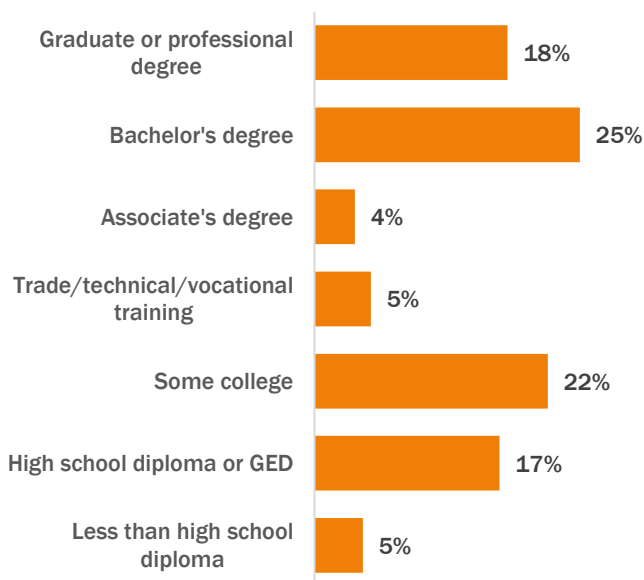
Note: Race/ethnicity categories are inclusive, meaning that respondents are included in each category they selected.

43% of participants had a bachelor's degree or higher.

(n = 132)

57% of participants had an annual household income of less than \$50,000.

(n = 105)

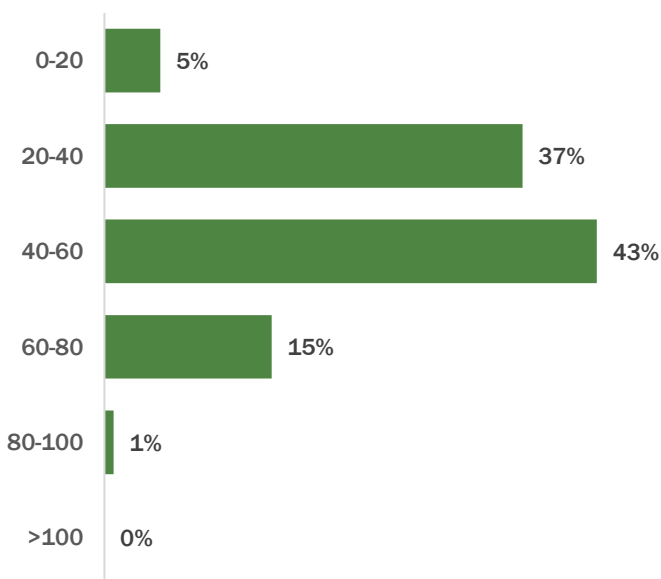
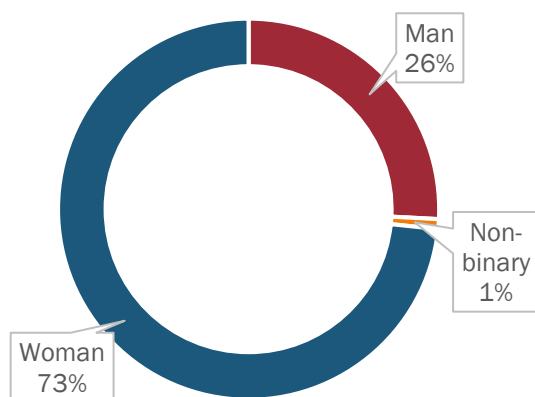


73% of survey respondents identified as female.

(n = 120)

58% of participants were between the ages of 40 – 80 years old.

(n = 123)



ABOUT THIS REPORT

Arizona Cooperative Extension is the outreach arm of the University of Arizona and the Division of Agriculture, Life and Veterinarian Sciences, and Cooperative Extension (ALVSCE) with the mission of engaging with people through applied research and education to improve lives, families, communities, the environment and economies in Arizona and beyond. Arizona Cooperative Extension has offices in every county and five tribal reservations. It is part of a nationwide network of scientists and educators who work with communities to solve problems using scientific and local knowledge.

To better understand community needs and priorities, Arizona Cooperative Extension partnered with the Community Research, Evaluation, and Development (CRED) team within the Norton School of Human Ecology to lead a statewide needs assessment survey effort in 2022. The results summarized in this report can be used to inform strategic planning efforts and to facilitate dialogue about how best to meet community needs.

The needs assessment survey, available in English and Spanish, included 99 items across the following topics:

- Health and community well-being (26 items)
- Education and youth development (14 items)
- Community and economic development (16 items)
- Agriculture (22 items)
- Natural resources and the environment (21 items)

Participants were asked to rank how important it is to prioritize each item in their community using the following scale: (5) extremely important, (4) very important, (3) somewhat important, (2) a little important, (1) not at all important, or I don't know (not included in analysis).

Both a web-based version and a paper and pencil version were available in English and Spanish. More details about the survey development and methods can be found in the statewide report.

Santa Cruz County had 165 total survey respondents, recruited by:

In-person distribution: Survey participants were recruited in-person by county Extension personnel tabling at community events and high-traffic areas, including:

- Circles of Peace Open Gym & Family Night, Desert Sky Gymnastics
- Gaining Early Awareness and Readiness for Undergraduate Programs (GEAR UP) Thrive Fest
- CCHC Early Care and Education (ECE) provider meeting
- Parent-teacher conferences, Mexicayotl Academy
- IGA Grocery Store Plaza
- Nogales Post Office

ABOUT THIS REPORT

- Nogales Community Development Office
- Villa's Market, Nogales
- Pima Community College/ UArizona Nogales
- Arizona@Work, Santa Cruz County
- First Things First Santa Cruz County Regional Partnership Council Meeting

Web-based distribution: Santa Cruz Extension personnel advertised the survey via their county Extension Facebook and Instagram accounts. The survey advertisement was also posted to the Sonoita Fairground and Barrio de Tubac and Surrounding Area Community Facebook pages. Staff emailed over 130 personal emails with a request for survey participation and initiated snowball sampling by asking participants to further distribute the survey via their own social media accounts, listservs, and personal contacts.